



# MiniTrends 2013

## The Integration of Profit & Social Responsibility

October 2-3, 2013  
 Holiday Inn Town Lake  
 Austin, Texas, U.S.A

### Discover, Profit, Do Good!

You CAN be profitable and socially responsible. This event exposes that sweet spot where new and established businesses can find the tools and directional choices to profit and inspire themselves and their employees in whatever their line of business.

Join us in Austin, the place Forbes' calls the "Best Big City for Jobs," to listen and participate as 17 all-star business leaders and forward thinkers reveal how to start new ventures and grow established organizations leveraging minitrends with complementary social values.

By understanding minitrends—emerging trends that will soon become important, but not yet widely recognized—you will discover effective ways to find profitable minitrends that lead to business opportunities that make a positive difference in the world.

Austin is a growing entrepreneurial hub that offers a culture built on collaboration, innovation, creativity, and caring. What better place to find out how you, too, can develop a MiniTrend Mindset.

### Contact Info

**Carrie Vanston**, Conference Director, [cvanston@tfi.com](mailto:cvanston@tfi.com)

**Helen Mary V. Marek**, Conference Administrator, [hvmmarek@tfi.com](mailto:hvmmarek@tfi.com)

*MiniTrends is a project of*

**TECHNOLOGY  
 FUTURES INC.**

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Contact us for  
 Sponsorship Opportunities

### You Should Attend if You are a Value-Driven:

- **Entrepreneur** wishing to identify, assess, and exploit attractive new business opportunities
- **Decision Making Executive, Director, Manager, or Professional in a Small and Mid-Size Business** wanting to gain advantage by recognizing and utilizing emerging trends
- **Innovative Thinking Executive, Director, Manager, or Professionals in a Larger Businesses** aspiring to distinguish themselves by their special insights and perceptiveness
- **Investor** interested in uncovering attractive new investment opportunities
- **Job Seeker** wishing to define employment opportunities

### What You will Gain

- A creative mind-set and resources for finding and taking advantage of emerging trends and opportunities relating to your expertise and interests.
- An understanding of how to integrate profit and socially responsible purpose and value in your business.
- A preview of MiniTrends that thought leaders see developing.
- Insights from innovative leaders sharing how to use emerging trends to start new ventures or grow established organizations for profit with attention to all stakeholders.
- Tactics to identify untapped business opportunities from converging trends in the business and social arenas.
- Interaction with speakers and fellow participants to learn and share ideas.
- Strategy and insights to create or grow your organization and, in the process, find your bliss.

### Venue

**Holiday Inn Austin on Lady Bird Lake** (formerly Town Lake) is a wonderful location to experience Austin's major attractions. Located on beautiful Lady Bird Lake, the hotel has direct access to the lake's hike & bike trails and is a mile from Austin's famous 6th Street entertainment district.

The hotel offers complimentary shuttles to Austin Bergstrom International Airport and to 6th Street. Book sleeping rooms online or call the hotel directly at 800-593-5676. For additional information about Austin, visit [Austin360.com](http://Austin360.com) or [austinchamber.com](http://austinchamber.com).



### Registration

[www.minitrends.com/minitrends-2013](http://www.minitrends.com/minitrends-2013)

### Conference & Workshop

October 2-3, 2013  
 Early Bird **\$470** (after 9/1 \$595)

### Conference Only

October 2, 2013  
 Early Bird **\$395** (after 9/1 \$495)

Government/Academic/Student rates available

20% off Discount Code:  
**Entrepreneur2013**



# MiniTrends 2013 Speakers



**Conference Chair:**  
**Dr. John H. Vanston**  
*Chairman, Technology Futures, Inc.*

John founded TFI in 1978 and built the Austin, Texas-based company into a leading authority in custom research and technology forecasting. His MiniTrends concept, designed to increase creativity, innovation, and success, is summarized in the award winning book, *MINITRENDS: How Innovators & Entrepreneurs Discover & Profit From Business & Technology Trends*.



**Conference Director:**  
**Carrie Vanston**  
*Media & Mktg. Director, Technology Futures, Inc.*

Carrie has many years of experience in public relations, marketing, and sales. As co-author of *MINITRENDS*, she brings a distinct real-world quality to MiniTrends activities, particularly in the media communications and social media areas.



**Morning Keynote**  
**Gary Hoover, Entrepreneur, Hoover Academy**

Gary travels the world speaking about how enterprises are built and how they stand the test of time. Career experience spans three Fortune 500 companies and four of his own start-ups including Bookstop and Hoover's Online. Gary served as the first Entrepreneur-in-Residence at the Herb Kelleher Center at the McCombs School of Business at the University of Texas at Austin.



**Andre Angel**  
*Cofndr/CEO, TangoTab; Cofndr/Chairman, WorkMeter; Cofndr, Servoyant, LLC*

Andre is a serial entrepreneur with global experience. TangoTab, offers diners discounts at restaurants and donates a meal to the community for each meal purchased. Previously, Andre co-founded, grew and sold numerous high-tech companies.



**Vicki Flaughter, Digital Strategist, Speaker, and Author of "Famous in Your Niche: Building Your Digital Celebrity For Fun and Profit."**

Vicki is a content monster and entrepreneur at heart. Her most recent venture is in digital publishing. In her consulting, Vicki combines social media, content marketing, and SEO techniques to build your digital reputation and make you famous in your niche.



**Jeffrey Fry**  
*Principal, Help Find Care; Chief Exec., Profit Prophet; Dir/CMO, ManeGain;*

As a prolific entrepreneur and civic citizen, Jeffrey has launched a new type of in-home healthcare service that empowers

healthcare service professionals to go into business for themselves while better connecting in-home healthcare needs.



**Bijoy Goswami,**  
*Cofndr & Evangelist, ATX Equation, Aviri Consulting, Bootstrap Network*

Bijoy is deeply interested in how we steward unique journeys for individuals, organizations, communities and beyond. He loves building and sharing simple, yet powerful models.



**Christopher Justice**  
*CEO, Sparksight, Inc.; Founder, Justice Pest Services*

Christopher co-founded Sparksight in 2006 and has built the company into a highly-respected design agency that specializes in event management, high definition video production and digital marketing.



**Elijah May, Chief Brand Officer & Host, SocialGood.TV**

"If you've read the Tipping Point, then you'll understand what I mean when I say that first and foremost, I'm a connector. I am also a public speaker, a social strategist, and a connoisseur of company culture."



**Cristián Méndez Sâbre**  
*Chief Mkg Officer, Verb Inc. -- Dell Ed Challenge & Dell Empowering Women Challenge.*

Cristián works to empower young social entrepreneurs through innovation competitions. Verb's signature program, the Dell Social Innovation Challenge (DISC), is the largest global competition for student entrepreneurs.



**Tarja Meristö**  
*Corporate Futurist, Principal Lecturer at Laurea University of Applied Sciences, Finland*



**Joy Miller**  
*Mktg & Outreach Coordinator, City of Austin Small Bus. Development Program*

With over 20 years of leadership experience in process improvement, human resources, and operations, Joy helps aspiring and existing small business owners understand the City of Austin resources and assistance available to them.



**Steve Pearson**  
*Lead Strategist, Founder, The Pearson Strategy Group*

Steve's passion is accelerating innovation and R&D by identifying emerging, adjacent, and disruptive technologies. Companies from Fortune 500s to small start-ups rely on Steve and his analysts to provide Competitive Intelligence, Innovation Support and Informed Strategic Development.



**Ty Rarick, TSR Consulting**

Ty is a product designer and business development professional with twenty years of experience designing products and strategies within enterprise, corporate and consumer retail businesses as a consultant, corporate design manager and start-up business owner. Ty is also a Chapter Founding Member Leader of Conscious Capitalism Austin



**Eve Richter**  
*VP of Community & Partnerships, door64*

Door64 is a networking group serving more than 30,000 STEM professionals in the Austin Area. Previously, Eve served as Emerging Technologies Coordinator in the Economic Dev. Division at the City of Austin, helping businesses grow and thrive.



**Dr. Lawrence Vanston**  
*President, Technology Futures, Inc.*

An expert on the future of telecommunications since 1985, Larry has been the director/principal author of ongoing reports for the Telecom Technology Forecasting Group. Larry directs *TFI's Communications Technology Asset Valuation Conference*, now in its 9th year.



**Stacy Zoern, Founder/CEO, Community Cars**

Stacy has Spinal Muscular Atrophy and has never walked. Striving for mobility, Stacy founded Community Cars to build Kengurus – small electric vehicles designed to roll a wheelchair into and use as the driver's seat. She recently met with President Obama to talk about her new business.

## More to be announced soon!

### Planning Committee

**Vicki Flaughter**, see speaker list  
**Helen Mary V. Marek**, VP Operations & Creative Director, Technology Futures, Inc.

**Steve Pearson**, see speaker list  
**Liz Pedraza**, Social Media Management - Strategy + Content Creation + Reporting  
**Ty Rarick**, see speaker list

**Carrie Vanston**, see speaker list  
**John H. Vanston, Ph.D.**, see speaker list

### Advisory Committee

**Laura Alter**, Dir. Mktg & Analytics, YESIMO & Valoran USA, Inc.; Co-Founder, Austin SEO Meetup

**Susan Davenport**, Sr. VP, Global Technology Strategies, Austin Chamber of Commerce

**Bijoy Goswami**, see speaker list  
**Jeffrey Fry**, see speaker list  
**Christopher Justice**, see speaker list  
**Terry Newman**, Assist. Dean for Fin. Affairs, Jackson School of Geosciences, UT Austin

**Eve Richter**, see speaker list  
**Lani Rosales**, COO, AGBeat.com  
**Tanisha C. Walter**, Vice President, Wealth Management Banking, Bank of America, N.A.  
**Amanda Winters**, Counselor, LCSW